



Alliance
FOR AGING RESEARCH

*2024 Heroes in Health Celebration:
An Evening to Celebrate Hope,
Resilience, and Healthy Aging*

PROSPECTUS

Tuesday, September 24, 2024
Waldorf Astoria Washington, DC

#HeroesInHealth

ABOUT THE HEROES IN HEALTH CELEBRATION

Each year, the Alliance for Aging Research hosts the **Heroes in Health Celebration**, an event to celebrate individuals and companies making great strides to further research and innovation in aging. The event is comprised of the **Conversations with the FDA and CMS** and the **Annual Awards Dinner**.

ABOUT THE CONVERSATIONS WITH THE FDA AND CMS

Since 2013, the **Conversations with the FDA and CMS**, convened and moderated by the Alliance, has provided leaders from the U.S. Food and Drug Administration (FDA) and the Centers for Medicare and Medicaid Services (CMS) with the opportunity to reflect on progress their agencies have made in implementing major policy changes to improve the health of older adults. The event is also an opportunity for these leaders to offer their insights on future changes that may positively impact healthcare innovation.

ABOUT THE ANNUAL AWARDS DINNER

Since 1992, the **Annual Awards Dinner** has become widely recognized as Washington, DC's signature social event following Congress' return from its traditional August recess. As one Capitol Hill regular put it, "This is like Back to School Night for Washington's health policy community – you see everyone here."

The **Annual Awards Dinner** also has a deeper purpose: to honor individuals for their contributions to advance the science of human aging.

2024 SCHEDULE OF EVENTS

The **2024 Heroes in Health Celebration: An Evening to Celebrate Hope, Resilience, and Healthy Aging** will be held on Tuesday, September 24, 2024 at the Waldorf Astoria in Washington, DC.

Conversations with the FDA and CMS

- **Registration:** 3:00 PM - 3:30 PM
- **Conversation #1:** 3:30 PM - 4:30 PM
- **Reception:** 4:30 PM - 5:00 PM
- **Conversation #2:** 5:00 PM - 6:00 PM

Annual Awards Dinner

- **Registration & Reception:** 6:00 PM - 7:00 PM
- **Awards Dinner Program:** 7:00 PM - 9:00 PM
- **Dessert Reception:** 9:00 PM - 9:30 PM

Dress Code For All Events: Business attire

ABOUT THE ANNUAL AWARDS

The **Annual Awards Dinner** will feature the following awards:

- **Claude Pepper Award for Advancing Healthy Aging:** presented each year to a Democratic member of Congress who is leading the way on policies encouraging medical research, innovation, and care to benefit Americans as they grow older.
- **Distinguished Public Service Award:** presented each year to a Republican member of Congress who is leading the way on policies encouraging medical research, innovation, and care to benefit Americans as they grow older.
- **Silver Innovator Award:** presented to an individual who shows exceptional dedication to anticipating, embracing, and addressing the unique and ever-evolving needs of older adults.
- **Daniel Perry Founder's Award:** presented to an individual who is helping to change the paradigm of how we view aging and well-being as we age.
- **Perennial Hero Award:** presented each year to honor an older individual who is actively contributing to create positive societal change and serving as a role model for people of all ages.

RECENT HONOREES

Recent honorees of the Annual Awards have included:

2023

- Congresswoman Anna Eshoo (D-CA)
- Congressman Brad Wenstrup (R-OH)
- Henry Buchwald, M.D., Ph.D.
- Chad Worz, PharmD, BCGP
- Edwin L. Walker, J.D.

2022

- Congresswoman Nanette Diaz Barragan (D-CA)
- Senator Tim Scott (R-SC)
- Dr. Ruth K. Westheimer
- Gary Puckrein, Ph.D.
- Janet Woodcock, M.D.

2021

- Senator Chris Van Hollen (D-MD)
- Congressman Brett Guthrie (R-KY)
- Kizzmekia S. Corbett, Ph.D.
- President Jonathan Nez and Jill Jim, Ph.D., MPH, MHA
- Phyllis Greenberger, MSW

2020

- Chairman Frank Pallone, Jr. (D-NJ)
- Congressman Gus M. Bilirakis (R-FL)
- Reverend Dr. Derrick C. DeWitt Sr. and the Maryland Baptist Aged Home
- Governor Larry Hogan (MD)
- Jack M. Guralnik, M.D., Ph.D., M.P.H.
- Geri and Jim Taylor
- Anthony S. Fauci, M.D.

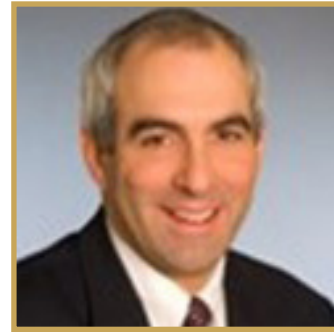
2024 HEROES IN HEALTH CELEBRATION CO-CHAIRS



CHAIR, ALLIANCE BOARD OF DIRECTORS

Michele Markus

*Head of Global Health Accounts;
Worldwide Enterprise Lead
Omnicom Health Group*



VICE CHAIR, ALLIANCE BOARD OF DIRECTORS

Mark Simon

*Co-Founder and Advisor
Torreya Partners, LLC*

PAST SPONSORS

The Alliance is grateful to the sponsors of the **Heroes in Health 30th Anniversary Celebration**:

Abbott Laboratories

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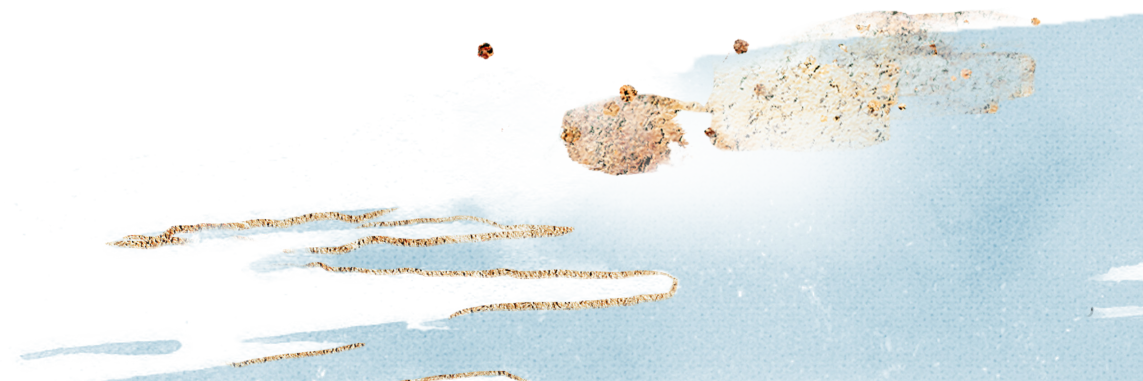
Venable LLP

WomenHeart

ANNUAL AWARDS DINNER SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 7.

	Award Underwriter \$35,000	Gold Sponsor \$30,000	Silver Sponsor \$20,000	Bronze Sponsor \$10,000
Seats at <i>Annual Awards Dinner</i>	Table for 10	Table for 10	Table for 8	Table for 8
Award presenter role for senior level executive at <i>Annual Awards Dinner</i>	•			
Registrations to <i>Conversations with the FDA and CMS</i>	Ten	Eight	Six	Four
Defined role in <i>Conversations with the FDA and CMS</i>				
Ad in electronic program book	Full-page	Half-page	Quarter-page	
Recognition in digital program and sizzle reel	Logo	Logo	Logo	Name
Recognition on <i>Heroes in Health Celebration</i> event website	Logo with URL	Logo with URL	Logo	Name
Recognition on <i>Heroes in Health Celebration</i> invitation	Name	Name	Name	Name



CONVERSATIONS WITH THE FDA AND CMS SPONSORSHIP OPPORTUNITIES

For a detailed explanation of each benefit, please see “Explanation of Benefits” on page 7.

	Conversation Sponsor \$25,000	Conversation Supporter \$15,000	Conversation Innovator \$5,000
Seats at <i>Annual Awards Dinner</i>	Table for 8*	Table for 8*	Seats for 4**
Award presenter role for senior level executive at <i>Annual Awards Dinner</i>			
Registrations to <i>Conversations with the FDA and CMS</i>	Eight	Six	Four
Defined role in <i>Conversations with the FDA and CMS</i>	•		
Ad in electronic program book	Quarter-page		
Recognition in digital program and sizzle reel	Logo	Name	Name
Recognition on <i>Heroes in Health Celebration</i> event website	Logo	Logo	Name
Recognition on <i>Heroes in Health Celebration</i> invitation	Name	Name	Name

*Sponsor can choose to exchange their seats at the *Annual Awards Dinner* for 4 additional registrations to *Conversations with the FDA and CMS*.

**Sponsor can choose to exchange their seats at the *Annual Awards Dinner* for 2 additional registrations to *Conversations with the FDA and CMS*.

OTHER OPPORTUNITIES

Advertisements

Advertisements will be included in the *2024 Heroes in Health Celebration* electronic program book, which will be emailed to all event attendees prior to the event. Advertisements should be in color and be submitted in .png or .jpg file formats.

Individual advertisements are available for purchase at the following sizes and rates:

- **Full-page** (7.5" wide x 10" tall).....\$500
- **Half-page** (7.5" wide x 4.75" tall).....\$250
- **Quarter-page** (3.5" wide x 4.75" tall).....\$125

Tickets

Please note: Individual tickets are available for purchase for ONLY for the *Annual Awards Dinner*.

Annual Awards Dinner Ticket

Includes: Annual Awards Dinner reception, awards dinner program, and dessert reception.

- **Individual**.....\$600
- **Young Professional/Non-Profit Partner**.....\$350

Donations

Your donation of any amount will help the Alliance for Aging Research fulfill its mission of changing the narrative to achieve healthy aging and equitable access to care. To learn more about the programs your donation would support, go to www.agingresearch.org.

EXPLANATION OF BENEFITS

- **Seats at Annual Awards Dinner:** Includes the *Annual Awards Dinner* reception, awards dinner program, and dessert reception.
- **Award presenter role for senior level executive at Annual Awards Dinner:** The presenter will get to introduce one award to an honoree during the *Annual Awards Dinner* program.
- **Registrations to Conversations with the FDA and CMS:** Includes the *Conversations with the FDA and CMS* reception and both conversations.
- **Defined role in Conversations with the FDA and CMS:** Includes serving as a panelist on one conversation during the *Conversations with the FDA and CMS*.

EXPLANATION OF BENEFITS (Cont.)

- **Ad in electronic program book:** Includes an advertisement in the *2024 Heroes in Health Celebration* electronic program book, which will be emailed to all event attendees prior to the event.
- **Recognition in digital program and sizzle reel:** Sponsors will be recognized in the digital program, which will be displayed via digital centerpieces - three iPads on each table - during the *Annual Awards Dinner* program. The sizzle reel is a short film, put together by the Alliance and played during the *Annual Awards Dinner* program, to highlight accomplishments from the year and to recognize our sponsors.
- **Recognition on 2024 Heroes in Health Celebration event website:** Recognition of sponsorship on *2024 Heroes in Health Celebration* website.
- **Recognition on 2024 Heroes in Health Celebration invitation:** Recognition of sponsorship on *2024 Heroes in Health Celebration* invitation. Sponsorship must be confirmed before the date of distribution.

KEY DATES FOR SPONSORSHIPS AND OTHER OPPORTUNITIES

- **AUGUST 9:** Logos due.
- **SEPTEMBER 6:** Artwork for ads and guest information due.

CONSIDERING SPONSORSHIP?

Sponsorship provides an excellent opportunity to elevate your brand and network with over 350 key stakeholders including patient advocates, researchers, representatives from federal agencies, and representatives from pharmaceutical, biotech, and medical device companies.

QUESTIONS?

For more information about sponsorship opportunities, or to customize a package for your organization, please contact:

Sarah Delgado

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Chris Yun

Development Manager
cyun@agingresearch.org



Alliance
FOR AGING RESEARCH

Your support of the
2024 Heroes in Health Celebration:
An Evening to Celebrate Hope, Resilience, and Healthy Aging
will further the mission of the Alliance for Aging Research.

The Alliance for Aging Research (EIN 54-1379174) is the leading nonprofit organization dedicated to changing the narrative to achieve healthy aging and equitable access to care.

Alliance for Aging Research
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#HeroesInHealth